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# Agenda

Market Trends & the “New” AMD

1H 2007 Successes

Platforms and Technologies 2007 & 2008

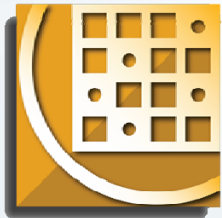
Product roadmaps

Summary

**2007**  
Technology  
Analyst Day

# Market Trends and the “New” AMD

# Market Trends: A Macro View



Energy-Efficient Processing

Performance and performance per watt



Notebook and desktop PC mix shift



Ultimate Visual Experience

HD Everywhere



Mainstream 3D



Affordable Internet Access

New form factors

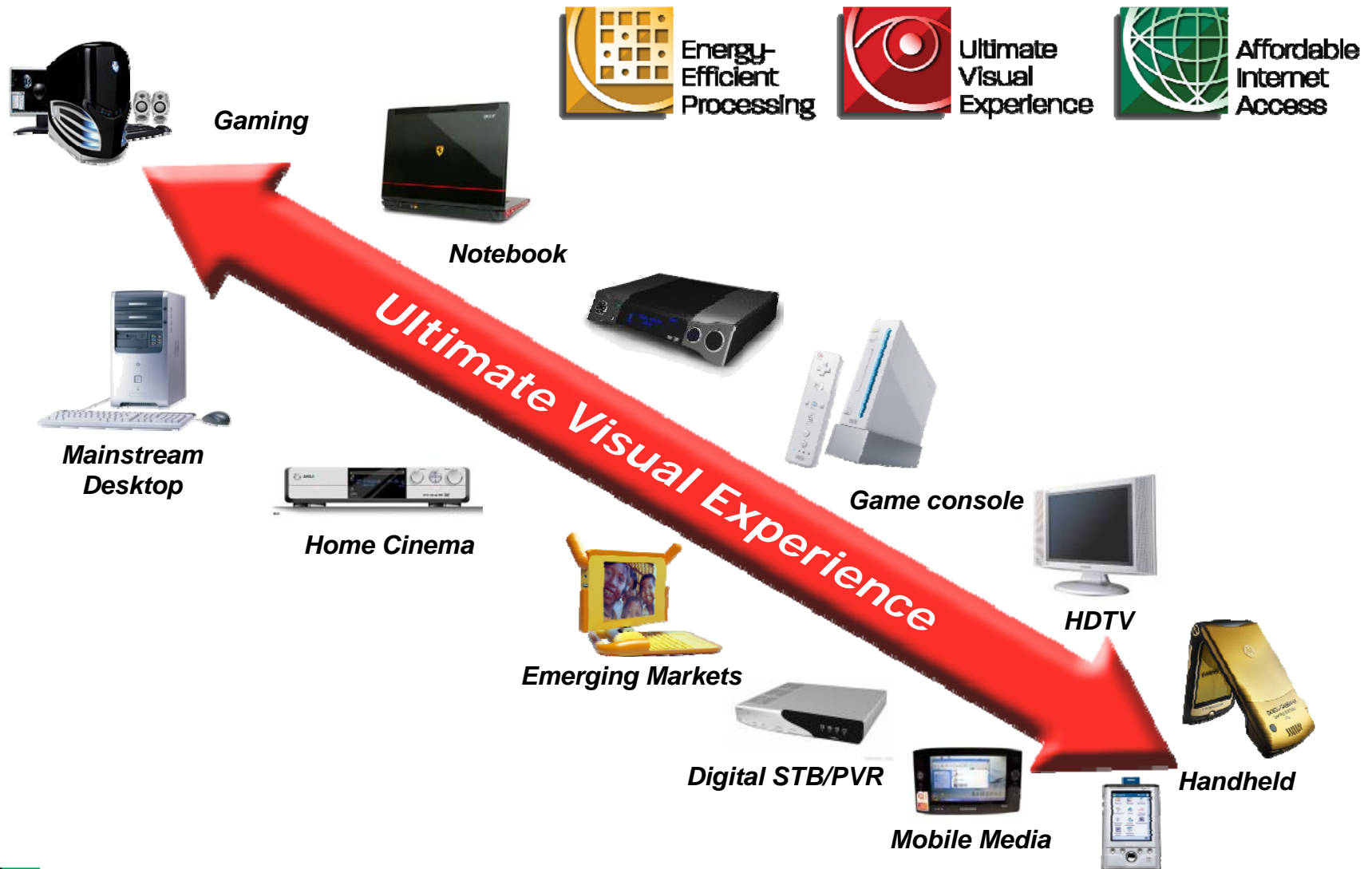


Emerging market opportunities and Convergence - x86

# AMD – Redefining the Platform: All of the Screens in Your Life



# AMD – Redefining the Platform: All of the Screens in Your Life



# Graphics: from Enthusiasts to the Mobile User Experience



Enthusiasts and Console users demand leadership performance

- Console market – opportunities to evaluate new architectures

Intuitive touch screen user interfaces are responsive, adaptive, and enable applications

- Web browsing, Flash, user generated content, games, navigation

AMD offers the only native Vector Graphics hardware solution

- Superb image quality and performance at optimal cost and power



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# 1H 2007 Successes



# Energy Efficient Processing



## Continued growth in notebook

- Expanded portfolio of notebooks from OEMs
- AMD M690 and 65nm AMD Turion™ 64 processors

## Record success in chipset

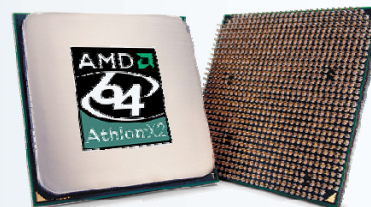
- AMD 690: Strong global adoption with 35 channel motherboard designs and over 4M units shipped

## Energy efficient desktop leadership

- 65W and 45W desktop CPU portfolio
- 65nm graphics processors

## Small Form Factor evolution

- DTX - Strong eco-system support with first platforms planned for late 2007/early 2008



# The Ultimate Visual Experience

## Radeon™ HD 2000 series

- Full family of DirectX® 10 graphics processors
- OEM “solution of choice” for mainstream desktop DirectX® 10
- Notebooks scheduled to ship in 2H 07

## OCUR

- World's first CableLabs Certified® OpenCable Receiver
- Shipping from Dell, HP and Toshiba

## AMD LIVE!™

- AMD LIVE!™ top selling brand at US retail (Source: Current Analysis)
- Home Cinema & Home Media Server
- Home Cinema now shipping from Alienware with HP scheduled to launch in 2H 07



## Platforms & Technologies 2007 / 2008

Puma

CrossFire™

AMD LIVE!™

Radeon™ HD 2000 Architecture

Imageon™ and Xilleon™ Platforms

# Puma

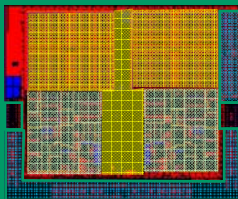
## Efficiency, Flexibility and Versatility



### Increased platform performance-per-watt-per-dollar for the mobile user

#### Next-Gen Architecture

Mobile optimized design  
Dynamic core scaling



#### PowerXPress

Hybrid graphics technology  
Power efficient performance in AC/DC modes



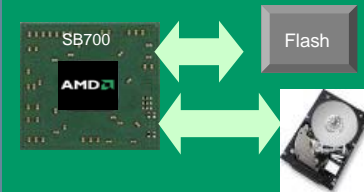
#### DirectX 10 & UVD

R6XX-based integrated or discrete GPU  
HD-DVD and Blu-Ray playback



#### HyperFlash

Native NAND Flash support  
Flexible implementation

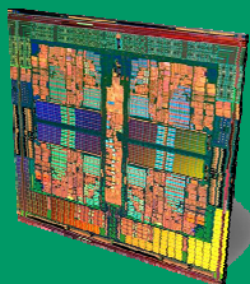


AMD Griffin CPUs + ATI Mobility Radeon HD 2000 Series GPU + AMD 780 Chipset

\* UVD is not present in all GPUs. Please refer to product specs on [ATI.AMD.COM](http://ATI.AMD.COM) for more information

### Scalable platform performance and upgradeability for the most demanding enthusiast user

**Native Quad Core**  
HyperTransport™ 3  
Shared L3 cache



**CrossFire™ 2.0**  
Enhanced Multi-  
GPU  
DirectX 10  
performance scaling



**RD790 Platform  
Technology**  
AMD System Utility  
PCIe Gen 2



AMD Phenom™  
CPUs

+

AMD Radeon HD  
2000 Series GPUs

+

AMD RD790 Chipset

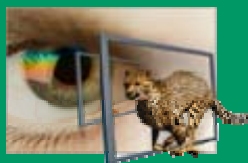
## Connectivity, Extendability and Usability

**Immersive media-centric computing experience that connects and extends the digital world**

### HD Video

UVD & Video-post processing

Native  
HDMI/HDCP  
support



### TV Wonder

OCUR digital cable  
Receiver

HD PVR

USB connectivity



### AMD LIVE! Explorer

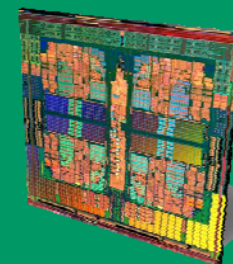
Common UI for all  
entertainment

Leverages CPU and  
GPU performance



### Multi-core Processing

Native dual and  
quad core



AMD STARS  
CPUs

+

AMD TV  
Wonder

+

AMD690/780  
Chipset

+

AMD LIVE!  
Software Suite

+

ATI Radeon  
HD 2000 GPU

*\* UVD is not present in all GPUs. Please refer to product specs on [ATI.AMD.COM](http://ATI.AMD.COM) for more information*



# ATI Radeon HD 2000 Graphics

## Innovation, Performance and Longevity



### Architectural leadership and platform longevity for visual HD computing

#### Unified Shader Core

Common shader engine  
Vertex, geometry and pixel processing



#### Memory Bandwidth

Stacked I/O  
Built for bandwidth



#### HD Video Processing

Low cost HD video (UVD)  
H.264, VC1 and beyond



#### Stream Processing

320 stream processing units  
Terascale computing today



*\* UVD is not present in all GPUs. Please refer to product specs on [ATI.AMD.COM](http://ATI.AMD.COM) for more information*

# Imageon™ and Xilleon™

## Integration, Optimization and Consolidation



**Integrated, scaleable and power efficient multimedia processing for CE devices**

### Imageon™

Native vector graphics hardware  
Media and applications processors  
Mobile-TV



### Xilleon™

Video Image Processing  
SoCs and Panel processors  
Network to the Glass





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# Client Platform Roadmaps 2007-2009

# AMD Notebook Platform Roadmap: 2007-2008 (Planned)



Platform Segment		2007	2008
Mobile		<b>Kite Refresh</b>	<b>Puma</b>
	CPU	Single & Dual-Core, 1MB Total Dedicated L2, DDR2 Memory Controller, HT 1.0, Digital Media Xpress, AMD-V, EVP	Griffin: Dual-Core, 2MB Total Dedicated L2, Mobile-Optimized Memory Controller, Split Power Planes, Dynamic Performance Scaling, Power-Optimized HT 3.0
	Chipset	AMD M690 & SB600: DX9, ATI Avivo, ATI PowerPlay, DVI/HDMI, Display Cache, HT 1.0, PCIe Gen 1	RS780M & SB700: DX10, UVD, ATI Avivo, ATI PowerPlay, DVI / HDMI / DisplayPort, Display Cache, HT 3.0 PCIe Gen 2, HyperFlash
	GPU	ATI Mobility Radeon HD 2400/2600 Series: DX 10, UVD, ATI Avivo HD, ATI PowerPlay	M8X: DX 10+, UVD 55nm
	Platform Infrastructure	PowerXpress, Hybrid Hard Disk Drives, WLAN: 802.11 a/b/g/draft n, WWAN: 3G	PowerXpress, Hybrid Hard Disk Drives, WLAN: 802.11 a/b/g/n, WWAN: 3G

# AMD Desktop Performance Platform Roadmap 2007-2008 (Planned)



		2007	2008
Desktop	Platform Segment	Spider	Leo
	CPU	AMD Phenom X4, X2 2MB L3, HT1.0 EVP, Cool'n'Quiet Technology DDR2, AM2+ Package 65nm	AMD Phenom X4, X2 6MB L3, HT3.0, EVP, Cool'n'Quiet Technology DDR2, AM2+ Package 45nm
	Chipset	RD7XX Series CrossFire 2X PCI-E Gen II, HT3.0	RD8XX Series CrossFire 2X- 4X GPUs PCI-E Gen II HT3.0
	GPU	ATI Radeon HD 2900 GDDR3/GDDR4, DX10	R7XX Series DX 10+ 55nm
	Platform	DDR2, HT1.0 Discrete or Integrated Standard & Performance Power	DDR2, HT3.0 Discrete or Integrated Standard & Performance Power

# AMD Desktop Mainstream Platform Roadmap 2007-2008 (Planned)



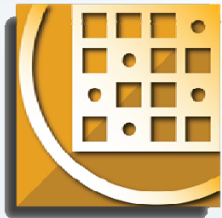
		2007	2008
Desktop	Platform Segment		
	CPU	<b>Pinwheel</b> AMD Athlon X2 Processor 1MB L2, HT3.0 EVP, Cool'n'Quiet Technology AM2+ Package 65nm	<b>Cartwheel</b> AMD Athlon X2 Processor 1MB L3, HT3.0 EVP, Cool'n'Quiet Technology 45nm
	Chipset	AMD 690 Chipset DX9, ATI Avivo, DVI/HDMI, PCIe Gen 1	AMD RS700 Series PCI-E Gen II DX10, HT3.0 UVD, Avivo HD
	GPU	ATI Radeon HD 2000 Series DX 10, UVD ATI Avivo HD, ATI CrossFire	R7XX: DX 10+, UVD PCIe Gen 2 55nm
	Platform	DDR2 HT1.0 Discrete or Integrated EE & Standard Power	DDR2 HT3.0 Discrete or Integrated EE & Standard Power

# AMD Imageon Handheld Technology Roadmap 2007-2009 (Planned)



Handheld	Platform Technologies	2007	2008/09
	Display	WQVGA / WVGA	WVGA/SVGA / XVGA
	Graphics	3D S/W & OGL ES 1.1+	OpenVG / OGL ES 2.1
	Camera & Video	3MPix CIF MPEG4	5MPix w/ISP 12+MPix w/ISP D1 H.264
	Audio	AMR/MIDI MP3/AAC/AAC+	AEC / 3D Audio Voice recognition
	Mobile TV	MPEG4/H.264 DVB-H	ISDB-T/DMB Multi-mode

# Market Trends: A Macro View



**Energy-Efficient Processing**

**Energy efficiency leadership on the desktop**



**Mobile platform performance per watt**



**Ultimate Visual Experience**

**HD leadership across all segments**



**Commitment to enthusiast platform leadership**



**Affordable Internet Access**

**Continued design innovation**



**Optimized for cost, efficiency and connectivity**

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